16 points to consider in the selection of a Data Entry supplier

1

Does your current or selected supplier have the experience and expertise to diagnose, develop, and execute system solutions to fulfill your Data Entry requirements?

In 1978, Nixdorf shipped and installed more Data Entry terminals in the U.S. marketplace than any other vendor. Throughout the globe we had 1978 sales of $553 million, $81 million in the U.S. alone. Our customers include some of America's most prestigious companies including 26 of the top 50 firms in the Fortune 500 list and government agencies such as the U.S. Bureau of Census. Nixdorf has been manufacturing and marketing Data Entry systems for 10 years. We are the experts in the field.

2

Does your supplier have the resources to sell, support, and maintain Data Entry systems on a national/international basis?

Today, Nixdorf has offices dedicated to the Data Entry user — for sales (62 offices), service (102 offices) and customer education throughout North America. Worldwide we market in 28 countries with a total work force of 10,000 dedicated employees; over 1500 in the U.S.

3

Does your supplier commit significant R&D dollars to guarantee that future marketplace needs are being addressed?

Nixdorf spent 40 million dollars researching and applying technological development in 1978 alone, with a significant emphasis on capabilities for the Data Entry marketplace.

4

What is the data entry cost/productivity gap? Does your vendor understand this phenomenon?

The cost/productivity gap is the difference between an increase in cost and the accompanying increase in productivity. If there is an increase in personnel costs, for example, without an accompanying increase in productivity, a gap results. With 80% of your Data Entry dollars being spent on human resources, the cost/productivity gap can become your largest business problem.

5

Does your supplier offer system solutions that address this cost/productivity gap placing the burden on the system, not the individual?

Nixdorf designs and builds Data Entry systems that directly address such considerations as training, turnover, environment, control, errors, recruiting, etc. We understand the importance of keyboard productivity and offer our system solutions.

6

Does your supplier offer a family of systems that best suit your Data Entry needs today and tomorrow?

Whatever your business, and no matter how large your Data Entry workload, a Nixdorf system can be configured precisely to your requirements. The 80 Series, comprised of Systems 280, 380 and 480, offers a full range of hardware features. Such as: 1 to 32 terminals (local and remote), 4.8 to 132 megabytes of disk, and a full array of tape drives and printer peripherals. A card

reader is available as well as extremely versatile communications capabilities. Nixdorf software is sophisticated yet easy to implement, developed with one thing in mind — keystroke productivity.

If your requirement is Distributed Processing, the Nixdorf 600 Series is the answer. This product family provides the Data Entry capabilities of the 80 Series plus a sophisticated Data Base Management capability.

7 Are these systems compatible to allow you an efficient and easy growth path?

Nixdorf systems are fully upward-compatible. An application developed on an 80 Series system can be easily modified to run on a 600 Series System.

8 Do these systems offer a programming language that is easy to understand and use — that does not require months of training and a drain on professional in-house programming staffs?

Editor, an easy-to-learn, interactive COBOL-like language that enables members of your staff to quickly generate programs, is Nixdorf's answer — very powerful but extremely easy to use.

9 Does your system effectively address error prevention/detection?

Nixdorf believes that the earlier in the data entry cycle an error is detected and prevented, the more impact it will have on increasing productivity and controlling costs. For this reason, Nixdorf systems maintain a conversational link with the operator, displaying complete error information and instructions in short, clear, English-language statements. Should the operator become confused as to what action is required, the unique "HELP!" key can be depressed causing the system to display "next-step" instructions.

10 What about error correction?

The ability to detect errors doesn't offer much if the operator has a difficult time making the correction. Nixdorf offers, among others, the following:
- Flags
- Cursor Control
- Location Return
- Insert/Delete by Character, Field, and Record
- Search by Flag, Record #, Field Content, and Character String

—Mainframe type edits and validity checks can be performed on your NIXDORF Data Entry system.

11 What features of your current system provide for keystroke reduction?

Features such as:
- Table Look-Up with Retrieval
- Auto Skip, DUP, Emit and Increment
- Location Return (non-destructive)
- Tab Fields
- Automatic Program Select
- Right/Left Justify
- Data Insertion at Output
- Reformatting

12 What about verification?

Nixdorf is convinced that one of the most significant keystroke savers concerns the verification process.

Using such features as check digits and table look-up, data is validated at point of entry rather than verified by rekeying.

13 How is verification performed?

If required, verification is performed selectively by field either in scan, key or conditional modes.

14 Is your current system easy to use and control — a system that offers features that greatly increase productivity and at the same time is easily understood and implemented by the operator?

A key, to keystroke productivity is to make your operators as productive as possible, as quickly as possible. The efficiency of the operator today and tomorrow is based on system and vendor capability — systems that are easily understood and are easy to use.

Nixdorf understands this need, and our systems offer the ultimate in keyboard efficiencies. Such features as the HELP key, English messages, large screens, simple keyboards, and easy screen formatting strongly bring home the point. We also offer the best supervisor and programmer training available today within the Data Entry marketplace.

15 Does your system offer you the tools to control and manage your Data Entry operation?

To control and manage the Data Entry environment, Nixdorf offers such features as:

- Operator Statistics
- Batch Status
- Password Protection
- Standard Job Concepts
- Command Sequence (Job Control)

16 Is your vendor committed to you, the user, today and tomorrow?

There is more to Data Entry systems than hardware and software. There must be people to "Make It Happen"; NIXDORF dedicates its sales, systems, and maintenance personnel to work with you to insure that yours is one of our many successful installations.

Nixdorf is committed to you, the Data Entry user. Our 10 years of experience within the U.S. Data Entry marketplace proves that; and with our worldwide organization thoroughly committed to the future of Data Entry, NIXDORF IS THE ANSWER!

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